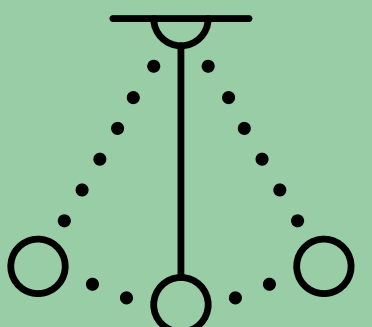
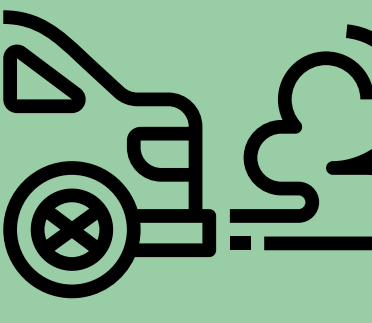
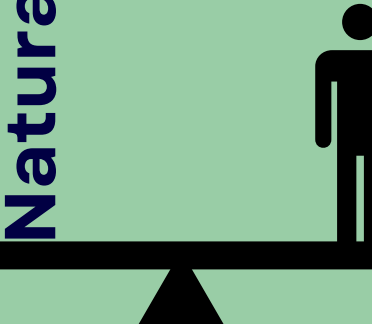
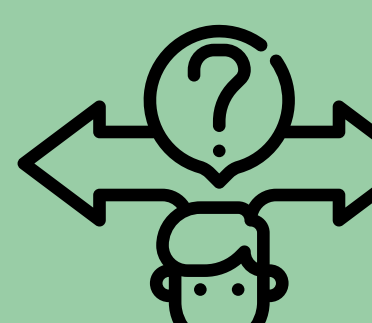



PRIORITIZING VALUES: SEGMENTING TEXAS RESIDENTS BY CLIMATE CHANGE PERCEPTIONS

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Results: Value Profiles

Climate Change Perception	Values	Political Ideology
Climate Change Caused by Natural Activity	 security (6.8), benevolence (6.5), tradition (6.4), self-direction (6), achievement (5.6), power (5.2), universalism (5), hedonism (4.5)	Very Conservative
Climate Change Caused mostly by Human Activity*	 benevolence (7.2), security (6.8), self-direction (6.7), hedonism (6.7), tradition (6), achievement (5.5), hedonism (5.1), power (4.7)	Moderate
Climate Change Caused Equally by Human and Natural Activity	 Natural: benevolence (7.1), security (6.9), tradition (6.6), self-direction (6.5), universalism (6.3), achievement (5.6), hedonism (4.6), power (4.5)	Moderate
There is not enough evidence to determine if climate change is happening.	 security (7.4), benevolence (7.0), tradition (6.9), self-direction (6.1), universalism (5.9), achievement (5.2), power (4.4), hedonism (3.9)	Very Conservative
Climate change is not happening.	 security (6.7), self-direction (6), tradition (5.6), benevolence (5.6), achievement (4.8), hedonism (4.2), universalism (4.2), power (3.8)	Very Conservative

*scientific consensus

Introduction & Conceptual Framework

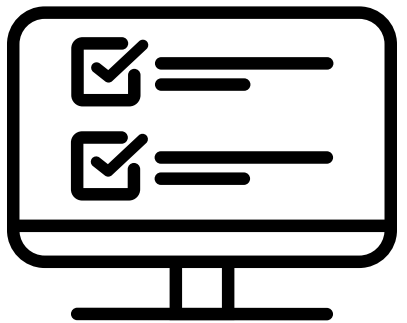
Strategic communication scholarship has encouraged practitioners to avoid one-size-fits all messages and tailor messages to segmented audiences for maximum impact (Agunda, 1989; Lee & Kotler, 2020).

Based on how someone perceives the cause of climate change, messages can target audience member's current perceptions and appropriately work toward perception change for skeptical audiences and action for those who acknowledge climate change.

Audience segmentation helps practitioners identify these target audiences by grouping a population into distinctly different sub-groups based on similar characteristics (i.e., values, beliefs, preferences).

Values in particular play a key role in message processing and have been used to segment audiences across topics (Fischer et al., 2020; Shen & Edwards, 2005).

Methodology



The purpose of the study was to segment populations by creating value profiles based on respondents' perception of the cause of climate change.

Online Qualtrics survey of Texas residents (n = 486)

Values measured using Short-Schwartz value scale (Schwartz, 2021)

Climate change perception was measured categorically (Abdel-Monem et al., 2014)

Data analyzed in SPSS using the "split file" function to create descriptive outputs for each perception

Conclusions

Understanding both how audience segments perceive the cause of climate change and which values they hold allow practitioners to strategically address these consequential misperceptions.

Some topics like cause may bristle audience members in certain groups but not in others.

Some audience groups understand climate change is happening and would be more likely to adopt climate-friendly behaviors.

Future research should experimentally test messages on audience segments and investigating which other variables are influential for message processing.

Recommendations

Practitioners should consider value-congruent messaging and tailor these messages based on how their audience perceives the cause of climate change.

Messages for those who perceive climate change as human caused should focus on potential ways to participate in the climate movement that align with values benevolence, security, self-direction, and hedonism.

Those who are skeptical of climate change would benefit most from messages that align with their values (security, tradition, & self-direction) and avoid discussing the cause of climate change.

